

**PHILIP MORRIS USA****INTER-OFFICE CORRESPONDENCE**

120 PARK AVENUE, NEW YORK, NY 10017-5592

**TO:** James Taylor**DATE:** November 8, 1993**FROM:** Karen Ando *KA***SUBJ:** "Union Made" Qualitative Research

In late October, prototype Marlboro packs with a "Union Made" claim were exposed to Marlboro and Competitive smokers during 7 focus groups held in Englewood, NJ and Chicago, IL.

Attached is the moderators report of qualitative reactions to the union made claim.

**Key Findings:**

There appears to be little added value to a union made claim.

- Actual union members received the label favorably, but it would not motivate competitive smokers to switch brands.
- While non-union smokers found the claim to be un motivating, Management level smokers were slightly alienated by the claim.
- Many respondents reported that "Made in the U.S.A." would be a much more agreeable claim.

cc: D. Ball  
D. Beran  
E. Gee  
N. Lund  
M. Salzman

2045722968